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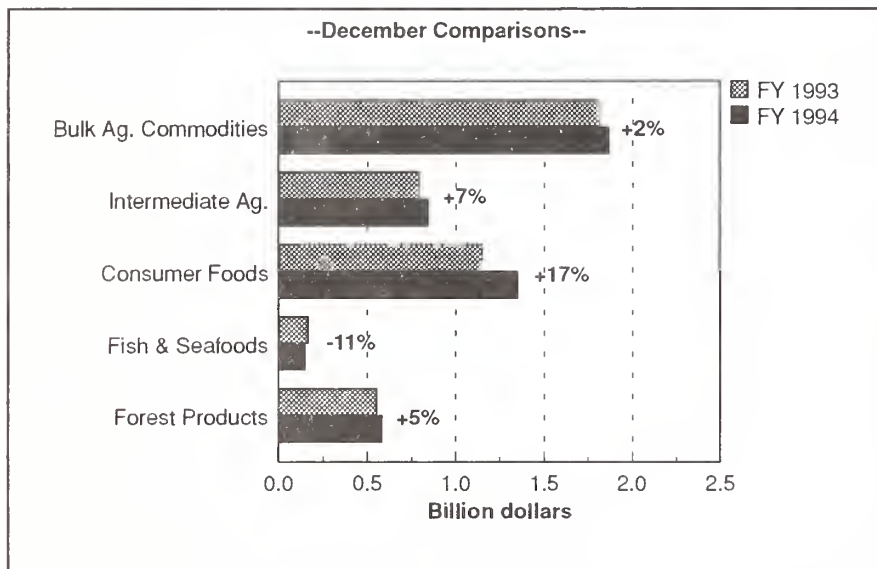
Circular Series

ATH 2 94
February 1994

Agricultural Trade Highlights

Exports Rise to \$4.8 Billion in December

Strength in Consumer Foods Sales Lead Advance



U.S. exports of *consumer-oriented products* jumped sharply in December, reaching \$1.4 billion. This was 17 percent ahead of levels during the same month last year. Exports rose in all categories, except breakfast foods, fresh vegetables, nursery products, and wine and beer. Double-digit increases were registered in exports of snack foods, prepared and preserved red meats, poultry meat, dairy products, fresh fruit, juices, tree nuts, and pet foods. Consumer food exports for the first three months of fiscal 1994 rose to \$4.1 billion, up 7 percent from the same period in fiscal 1993 and appears headed for a new record high in 1994, the eighth record in as many years.

At \$150 million, edible *fish and seafood* exports were down 11 percent from December 1992. U.S. exports of fish and seafood products for the first three months in fiscal 1994 rose to \$572 million, up 6 percent from the same period last fiscal year.

U.S. *forest product* exports rose to \$587 million in December, up 5 percent from a year ago. All product groups in the category posted increases. U.S. exports of forest products in the first fiscal quarter reached \$1.7 billion, down 1 percent from 1993's level.

December trade statistics released on February 17 by the Commerce Department placed the value of U.S. *agricultural, fish, and forest product* exports at \$4.8 billion, a 7-percent increase compared to the same month last year. Agricultural exports alone totaled \$4.1 billion, up 8 percent from the same month last year and is the second highest export level ever recorded for the month of December. Bulk, intermediate, and consumer-oriented categories all advanced compared to last year. Exports of fish and forest products totaled \$737 million in December, up 2 percent from the same month last year.

December's shipments bring U.S. agricultural, fish, and forest product exports during the first quarter of fiscal 1994 to \$14.1 billion, roughly unchanged from 1993's level. So far this year, lower bulk commodity shipments have been offset by small-to-moderate increases in intermediate and consumer-oriented exports. Likewise, a moderate rise in first-

quarter fish exports more than offset a slight drop in forest product exports.

At \$1.9 billion in December, U.S. exports of *bulk commodities* rose 2 percent from the same month last year. Increased shipments of wheat, soybeans, and pulses were accompanied by small declines in peanuts, tobacco, cotton, coarse grains, and rice. Bulk commodity exports for the first three months of fiscal 1994 fell to \$5.2 billion, 6 percent less than 1993's level.

U.S. exports of *intermediate products* reached \$849 million in December, finishing 7 percent ahead of the same month last year. Increased exports of vegetable oils, animal fats, feeds and fodders, and hides and skins offset declines in wheat flour, planting seeds, soybean meal, live animals, and sugar, sweeteners, and beverage bases. Intermediate product exports for the first three months of fiscal 1994 rose to \$2.5 billion, up 2 percent from the same period in fiscal 1993.

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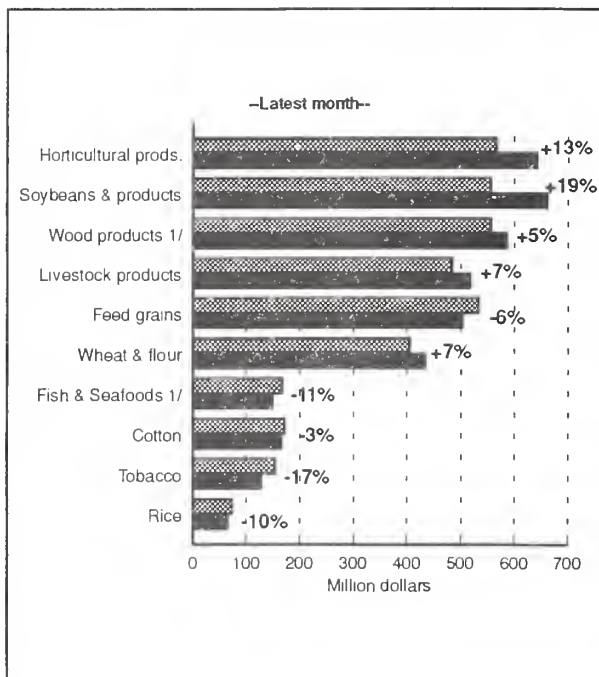
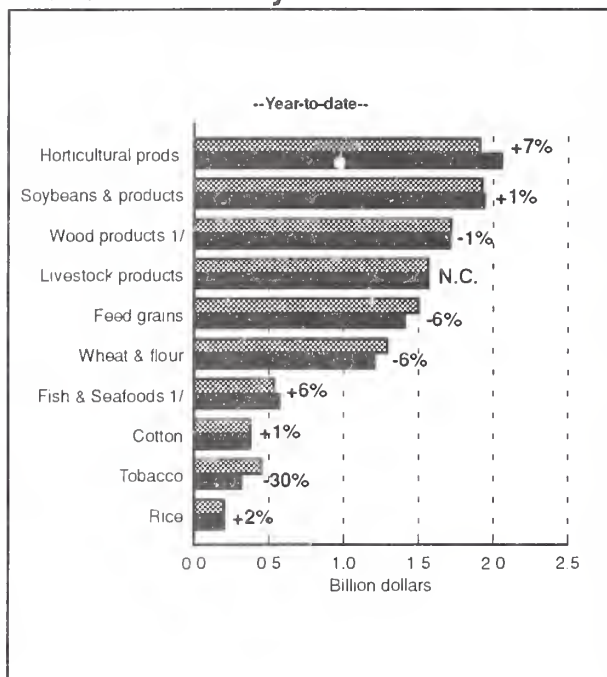
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U.S. Agricultural Export Summaries

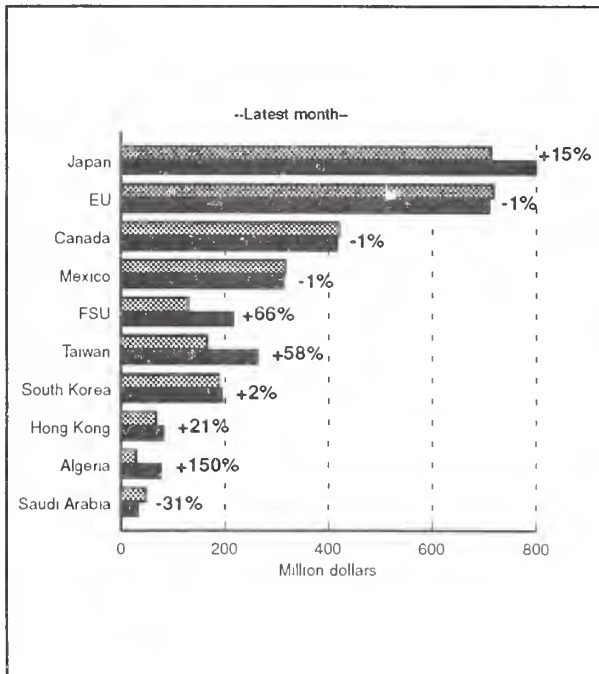
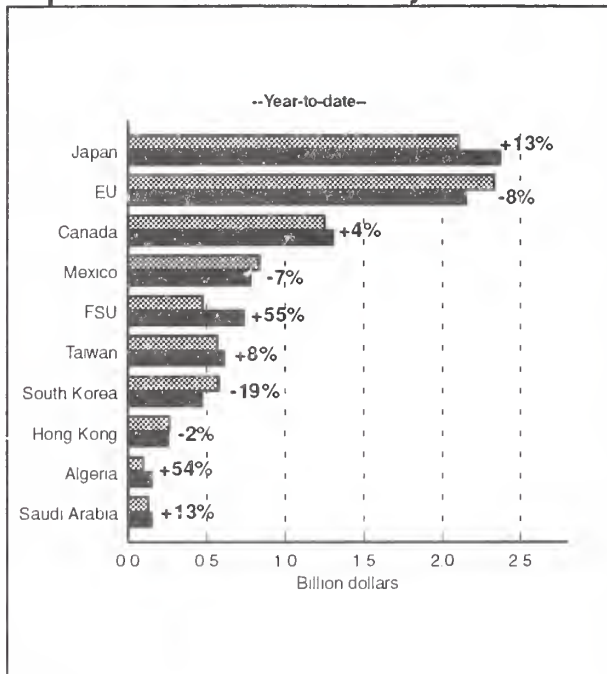
October-December and Latest Month Comparisons

■ FY '93 ■ FY '94

Product Summary



Top Ten Markets Summary



Note: Percentages are computed as the change from a year ago.
1/ Not included in agricultural totals.

Consumer Food Highlights

U.S. consumer food exports hit a new record in 1993 of \$14.9 billion, 7 percent higher than last year's record and nearly twice the level of five years ago. Record highs were set in all consumer food categories, except chilled and frozen red meats and eggs and products. Double-digit growth occurred in snack foods, breakfast cereals, poultry meat, prepared and preserved red meats, and pet foods.

At \$3.06 billion, *chilled/frozen red meats* were the largest consumer food export in 1993. However, sales were down 2 percent from last year, the first decline for the category since the mid-1980s. Although sales set a new record of \$1.9 billion in Japan, shipments were substantially lower to Mexico and South Korea. A restriction on imports by South Korea during the first quarter of 1993 and a pre-NAFTA dispute resulting in a 20-25 percent tariff on chilled and frozen red meats entering Mexico from the United States since November 1992 dampened sales to those markets. While Japan continues to be the dominant U.S. export market for red meats, the recession and sticky retail prices for beef have slowed growth in value somewhat—only a 6-percent increase this year compared to a 30-percent increase in 1992 following the implementation of the U.S.-Japan Beef and Citrus Agreement.

Fresh fruit exports totaled a record \$1.7 billion in 1993, slightly above the 1992 level. Shipments to Canada, the leading U.S. export market, and Hong Kong hit their highest levels ever of \$609 million and \$137 million, respectively. However, the most significant growth occurred in Mexico, where U.S. fresh fruit exports advanced 57 percent to \$97 million, another new record. The four ASEAN countries all posted record-setting levels as well. Sales to Japan, the second largest market, were off slightly for the year at \$409 million due to the recession's impact on consumption of grapefruit and orange imports.

Processed fruit and vegetables reached a new export record of \$1.6 billion, up 5 percent from last year. Nine of the

top ten markets hit record highs, including Japan (\$393 million), Canada (\$360 million), Mexico (\$77 million), Hong Kong (\$60 million) and the other Asian Tigers. While most gains were modest, shipments to Australia jumped 53 percent during the year to reach \$42 million. Processed vegetables accounted for most of the growth, particularly sweet corn, french fries, tomato pastes/sauces, and vegetable-based food preparations.

Tree nut exports closed the year at \$998 million, nearly an 8-percent increase over last year's level. Half of these sales were made to the EU, which despite record sales to the Netherlands, the UK, and France, posted only slight growth during the period. Spain and Italy relied more heavily on domestic crops than imported U.S. almonds due to higher almond prices as well as the devaluation of the local currency. Strong sales to Japan were due in part to the continued popularity of almonds, but also due to greater demand for less established tree nuts such as walnuts and pistachios.

Pet food exports approached the half-billion dollar mark for the first time in 1993 on broad-based growth across most markets. New record highs were set in all but one of the top 10 markets. Substantial increases in shipments abroad are a sign of consumers' rising discretionary incomes.

Fruit and vegetable juices posted a new record of \$470 million in 1993, rising just 2 percent above last year's level. Exports were up to Canada, the EU, South Korea, Taiwan, and Mexico. However, shipments to Japan lagged 25 percent behind last year's level due in

most part to competition from Brazilian orange juice. The opening of new storage terminals in Japan for the Brazilian juice in April 1993 may also have led to greater stocks on hand. A cold, wet summer in Japan is also likely to have depressed prices.

Exports of *prepared and preserved red meats* reached \$220 million in 1993, up 21 percent from last year and an all-time high. Strong growth was seen across the board. Sausages and bologna products have done especially well in Japan and Mexico, and exports of prepared pork products set a record high in Hong Kong this year. The Ukraine and the Russian Federation are growing new markets for lower-value beef and pork cuts, sausages, and similar products.

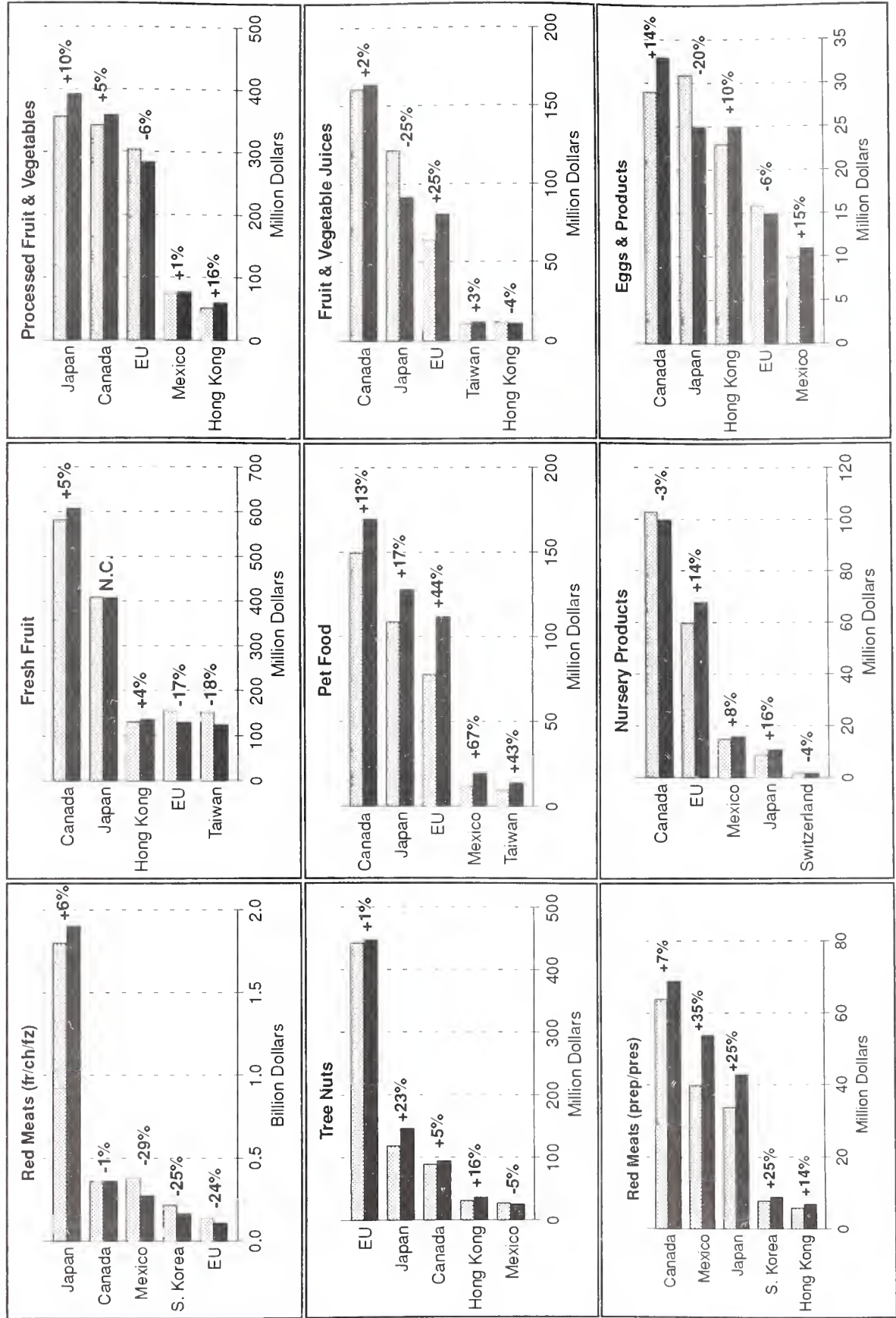
A 4-percent increase in exports of *nursery products and cut flowers* brought the category to a new record high of \$269 million in 1993. The EU posted the largest gain, increasing 15 percent to \$68 million. Shipments to Mexico and Japan also set new records. While progress was made in Mexico in the areas of foliage and trees/shrubs, cut flowers accounted for most of the growth to Japan. At \$100 million, shipments to Canada, the largest market for U.S. nursery products, were off 3 percent due primarily to lower sales of live plants.

At \$139 million, exports of *eggs and products* were relatively unchanged from last year's level. Moderate growth occurred in the Canadian, Hong Kong, and Mexican markets for table eggs. Canada also showed growth in sales of hatching eggs. However, these increases were offset by sharply lower shipments to Japan of eggs for the institutional and food service sector.

For more information, contact Karen Halliburton at (202) 690-0553.

Top Five Markets for Selected U.S. Consumer Foods

January through December Comparisons 1992 1993



Note: Percentages are computed as the change from 1992 to 1993.

Country Spotlight: Vietnam

With the recent lifting of the U.S. trade embargo on Vietnam, U.S. agricultural exporters are seeking information on opportunities in this market. The following article addresses some of the most frequently asked questions about Vietnam as a potential market for U.S. agricultural products.

Among the world's agricultural importers, Vietnam is currently in the minor leagues. The country's 1992 agricultural imports totaled only \$213 million, according to trade estimates of the U.N.'s Food and Agriculture Organization (FAO). These imports included \$65 million in grains and preparations (mostly wheat flour), \$60 million in cotton, \$26.8 million in food preparations (mostly consumer foods), \$10.4 million in vegetable oils, \$3.5 million in unmanufactured tobacco products, \$2.3 million in beer, and \$45 million in other products.

While the United States has not exported to Vietnam since the imposition of the trade embargo, other countries have been exporting to Vietnam for years and even U.S. products have been reported entering

Vietnam via transshipments by traders in third countries. Based on Eurostat and FAO trade statistics, the European Union (EU) accounts for 22 percent of Vietnamese agricultural imports. Analysts at USDA's Economic Research Service (ERS) estimate that Japan, Singapore, and Hong Kong, also major trade partners, accounted for nearly three fifths of the country's agricultural imports in 1991.

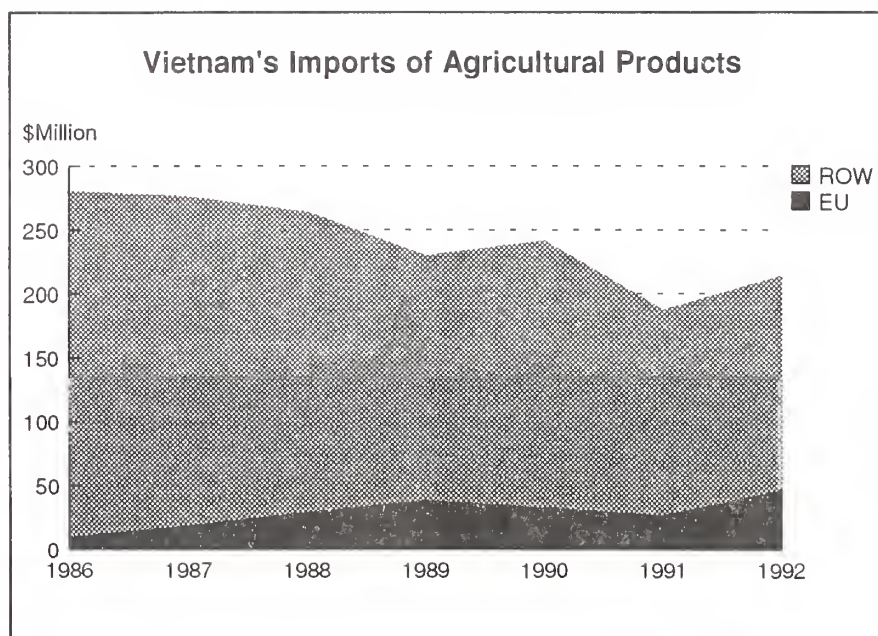
Although \$200 million a year is relatively small compared with the imports of many other developing Asian economies, this is more a reflection of Vietnam's previous inward-looking economic policies. Today, these policies are giving way to outward-looking economic development strategies that emphasize the role of foreign investment, modeled after the

growth strategies of Vietnam's ASEAN neighbors. Continuation of these policies, combined with economic growth of 8-10 percent a year and normalized trading relations with the rest of the world, could well lead to sizable increases in Vietnam's agricultural imports over the next few years. In fact, if its imports reach the present per capita level of its ASEAN-4 neighbors (Thailand, Malaysia, Philippines, and Indonesia), then the country's annual agricultural imports would reach \$1.7 billion. Assuming the U.S. share of this potential import level reaches the 16-percent mark attained in other ASEAN markets, U.S. agricultural exports to Vietnam could be in the range of \$250-300 million a year. The time required to reach these figures is difficult to assess. However, if realized, this would be roughly equal to the U.S. export levels seen prior to the imposition of the trade embargo. If this same market share assumption is applied to Vietnam's actual 1992 imports, then short-term sales prospects are substantially lower, roughly \$30 million a year.

Products With Promise

According to FAO statistics and ERS studies, products whose prospects for export growth appear bright include wheat and flour; feed grains; poultry, pork, and processed meat; oilseeds and vegetable oils; fresh and processed fruits; and cotton. There are limited opportunities in branded consumer products. In addition, there is a great need for agricultural inputs and assistance for development of the country's agriculture, transportation, and trade finance infrastructures.

Vietnamese import demand for wheat flour has been steadily rising, reaching \$49 million in 1992 compared to \$8.5 million in 1986. The EU supplies nearly 50 percent of wheat flour imports. Vietnamese demand for flour



...Vietnam

comes from urban consumption of bread and pastries which is a legacy of French colonial rule.

Feed inputs for the livestock sector also offer trade opportunities. The World Bank reports that prospects appear to be strong for rising meat consumption since incomes are rising and Vietnam currently has a very low per capita meat consumption level of 12-13 kilograms (live weight). Livestock production (principally pigs and chickens) is at a primitive backyard level. As the livestock sector moves to a larger scale of production, Vietnam is a potential market for feed grains that would

supplement the current use of rice in livestock feed rations.

Beyond the feed grain market, in the longer term, there is a potential market for direct exports of U.S. meat (especially pork) and poultry if rising income drives up demand for meat faster than domestic production increases. The World Bank has identified an urban preference for quality lean meat and a willingness to pay a price premium of 200 percent. In addition to meat, there is growing demand for consumer foods, including fresh fruits, soft drinks, and other branded processed foods for the more

affluent urban population and the tourist trade. In fact, U.S. consumer food products already have a widespread presence in the market (mostly in the more affluent south) via third parties based in Singapore or Hong Kong. There are also trade reports that Vietnam may follow its Asian partners in expanding textile exports, which implies a need for more cotton -- already one of the country's leading agricultural import products.

However, there are constraints to expanded imports. Vietnam's poor transportation infrastructure is a major barrier to increasing levels of trade.

Vietnam's Economy at a Glance

Vietnam is a Southeast Asian country bordered by Laos and Cambodia to the west, China to the north, and the South China Sea to the east. Its land area of 325,360 square kilometers is slightly larger than New Mexico. The terrain is low, flat delta in the south and north. The central portion is highlands, while hilly, mountainous areas make up the far north and northwest. The country suffers from occasional typhoons and flooding.

The country's natural resources include phosphates, coal, manganese, bauxite, chromate, offshore oil deposits, and forests. Twenty-two percent of the land is arable; the rest is meadows and pasture, forest and woodland, permanent crops, irrigated, or other.

More than 69 million people inhabit Vietnam, 33 million of whom are in the active labor force. Sixty-five percent of those are in agriculture and the rest are in either the industrial or service sectors. The country is classified as low-income by the World Bank, with a per-capita GDP of approximately \$220 a year.

The agricultural sector is the largest part of the economy, accounting for more than half of Vietnamese GDP. Paddy rice, corn, and potatoes make up 50 percent of farm output. Other important crops include rubber, soybeans, coffee, tea, bananas, and animal products. Current farm sector reform likely will have a very positive impact on production, as new land laws grant long-term tenure rights.

The industrial sector is experiencing a boom. For the first half of 1993, production was up 10.2 percent over the same period a year earlier. The oil and gas sector appears to have the greatest potential, although few commercially feasible wells have been found. Following oil and gas, steel and cement have the next two highest growth rates of 24 percent and 20 percent, respectively.

Despite the boom, infrastructure remains woefully inadequate. There are only 154,500 telephone lines for almost 70 million people. Moreover, power outages have been affecting the south and transportation of significant quantities of goods is a demanding task in a country where only 10 percent of the 65,000 miles of roads are paved.

The *dong* is Vietnam's currency. As of January 24, 1994, it traded at 10,865 dong per U.S. dollar. According to the IMF, Nonresidents can freely reconvert into foreign currency and transfer abroad unused balances in Vietnamese currency that have been acquired against foreign currency. Vietnamese citizens are allowed to sell foreign exchange in their possession to banks, or to deposit it into interest-bearing foreign currency bank accounts." Moreover, the thrust of government policy is to further liberalize the exchange rate regime.

Vietnam's Agricultural and Industrial Development Policies

Vietnam's agricultural and economic policies have passed through three stages, culminating in the current transition toward a market orientation. The first stage, from 1976 - 1981, was collectivization based on traditional Soviet central-planning models, with an emphasis on industrial development at the expense of agriculture. The second stage, 1982 - 1987, was the implementation of the contract system based on the China's model of agrarian reform. During this phase, contract prices were set for farm production rather than production quotas.

In 1986, *doi moi*, or renovation, was adopted. This was a shift toward a multi-sectoral economy, with an emphasis on developing food production and agriculture. The most visible result was the sharp growth in rice production which resulted in Vietnam shifting from a net importer to a net exporter of rice. The third stage in economic policy, 1988 - 1992, has been the shift toward an outward development strategy closer to the model of Vietnam's Southeast Asian neighbors, such as Thailand, Malaysia, and Indonesia. Applied to agriculture, this phase is a transition to family farming with de facto land ownership. Vietnam has also opened its borders to foreign investment to foster economic development.

In agriculture, the most notable impact of *doi moi* has been the emergence of Vietnam as the world's third leading exporter of rice. Most of the increases in rice production have been in the Mekong River delta, with some increases in the Red River delta. So far, according to the World Bank, other regions and secondary starch crops, such as corn, sweet potato, and cassava, have lagged behind the advances in rice production.

Industrial development appears to be repeating the pattern of initial economic growth seen in other Asian Pacific Rim countries. Foreign light industry investment is rising rapidly, with investments from Taiwan, Hong Kong, South Korea, France, and Australia attracted to Vietnam's low-cost labor. Industrial investments have been concentrated on garment and footwear assembly and in seafood processing. Most investments have been in southern Vietnam (Ho Chi Minh City) because of the better infrastructure and perception of better capitalist management skills (the legacy of a 20-year U.S. presence). Burgeoning tourism has also attracted hotel investments in major cities.

There are apparently major offshore oil and gas reserves in Vietnam which are attracting substantial foreign investment. According to a study by the Hong Kong investment bank - Smith New Court Far East Ltd, an estimated 1 billion barrels of oil is in the Bach Ho (White Tiger) field off the Mekong delta. Other estimates of oil reserves range up to 3 billion barrels. Vietnamese oil production was 110,000 barrels per day in 1992 and, according to the study, is expected to rise to 400,000-600,000 barrels per day by the end of the decade.

A new constitution adopted by the government in 1992 undergirds Vietnam's economic reforms by guaranteeing a "multisector economy in accordance with the market," along with a "private capitalist economy" and foreign ownership rights. The constitution also gives the National Assembly enhanced powers and legislative oversight. The Socialist Republic of Vietnam is a one-party state ruled by the Communist Party.

The transportation system and the high cost of transporting goods internally results in regional food shortages even as Vietnam is self-sufficient in rice overall. Another major barrier is the limited capacity of the seven Vietnamese ports. Those ports are in dire need of modernization if they are to handle containerized shipments.

Summary

Vietnam has the potential to be the next high-growth market in Asia. In the short run, weaknesses in the transportation and port system are significant barriers to trade expansion, as are low per capita incomes. However, the same types of market-oriented development policies that transformed the economies of South Korea, Taiwan, Hong Kong, Singapore,

and other prosperous Asian nations can turn Vietnam into one of the new Asian Tigers in the near future. If so, the country's agricultural imports should rise substantially from present levels, and the world's agricultural exporters will have an opportunity to aggressively compete for Vietnam's business or watch from the sidelines.

For more information, contact Robert Tse at (202) 720-1034 or Ignacio Diaz at (202) 720-2841.

Product Spotlight: Edible Fish and Seafood

As the world's largest exporter of fish and seafood, U.S. sales of these products more than doubled in five years, from \$1.6 billion in calendar 1987 to \$3.4 billion in 1992, before dropping to \$3 billion in 1993. Sharply higher sales of surimi, roe and urchin, crab and canned salmon are most significant among the gainers. In addition to the expansion in exports, the U.S.'s share of world trade rose to more than 10 percent, primarily at the expense of the EU. Fueled primarily by rapidly growing demand in the U.S.'s top markets, U.S. exports of edible fish and seafood should continue to climb throughout the decade, and could reach \$4.5-5 billion by 1999.

Edible fish and seafood products are a major U.S. export success story. According to the Department Of Commerce's National Marine Fisheries Service, the U.S. catch of edible commercial landings and aquaculture production together grew more than 86 percent in volume from 4.4 billion lbs. in calendar 1987 to an estimated 8.3 billion lbs. in 1992. U.S. overseas sales grew at an even more rapid pace, expanding more than 110 percent over the same period to reach a record \$3.4 billion in 1992, the eighth record set in as many years. This makes exports vital to the U.S. fisheries industry. Exports in 1992 accounted for approximately one-quarter of U.S. edible production volume.

U.S. edible fish and seafood exports, which were \$3 billion in 1993, are

highly concentrated. Sixty-six percent go to Japan, and 87 percent is shipped to the top three markets (add Canada and the European Union). However, even smaller markets are significant. For example, South Korea, which ranks fourth as a destination for U.S. exports, is now a \$110 million market. Sales to Taiwan, which is the U.S.'s fifth largest market, is a \$45 million market.

The U.S. gained in global market share even as the absolute value of international seafood trade expanded. The growing affluence of overseas customers, which makes offshore shipments of live and frozen seafood possible for those who can afford it, is one reason for the expansion of trade. This is as true in Japan, the largest seafood importing country, as in other Asian NICs. FAO statistics reveal that

the value of Japan's fish and shellfish imports increased by 95 percent from 1986 to 1992, rising \$6.2 to \$12.8 billion in the process. However, that market has softened considerably over the last year as their economic recovery began to slide again, hitting Japanese consumers in their pocketbooks and bringing lower prices for seafood exporters.

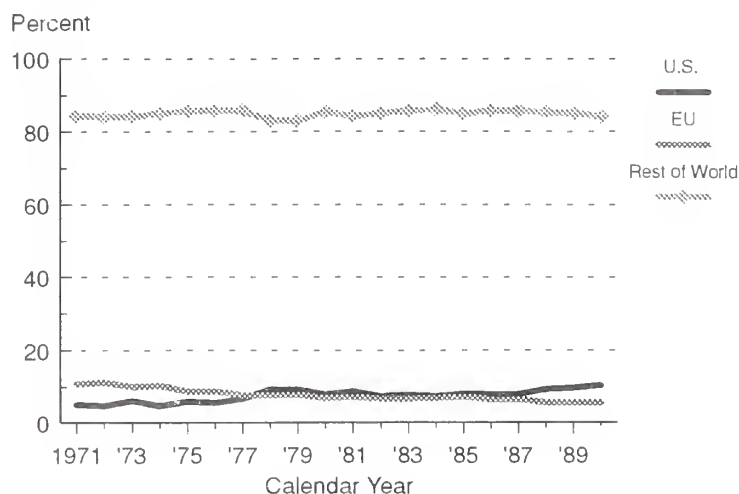
Also supporting the expansion of trade, the European Union (EU) strengthened its seafood imports from \$5.2 to \$11.5 billion (excluding intra-trade) from 1986 to 1992. This growth is tied to changes in eating patterns, overfishing in European waters, and the abundance of cheaper fish imports. In Europe, as in the U.S., fish and seafood is increasingly viewed as a healthy alternative to meat.

U.S. Gains in Global Market Share

The U.S.' share of global exports (excluding EU intra-trade) climbed to 10.3 percent of world fish and seafood trade in 1990, the most recent year available, up from 5 percent in 1971. Interestingly, most of the gain in market share has been at the expense of the European Union, which fell from an 11-percent to a 6-percent share over the same period. The EU's decline largely reflects the depletion of resources surrounding the European continent.

There are many reasons for the U.S.' gains. Legislated changes in legal fishing boundaries which excluded non-U.S. fishing fleets from U.S. territorial waters, the aggressive exploration of marine resources, and rising incomes in target markets help explain the increase in U.S. exports. Improvements in cold storage facilities and cargo techniques have resulted in demand for product year-round, rather than seasonally as in previous times. Additionally, international marketing efforts led by industry associations such as the Alaskan Seafood Marketing Institute (ASMI), the U.S. Surimi Commission, The Catfish Institute, the Southeast Fisheries Association and 3 of the 4 regional cooperators increased the

U.S. Gains on EU in Global Seafood Competition



...Edible Fish and Seafood

GATT Brings Some Progress

The international seafood market is particularly dynamic, with supply fluctuations, pricing, non-tariff barriers and other competitive factors playing a key role in export performance. Yet high tariff barriers can still present troublesome obstacles to market penetration, so it is important to note that the GATT deal brings some liberalization in seafood trading. For example, Japanese negotiators offered tariff improvements covering 140 fishery products. The new agreements will likely come into effect July 1, 1995, with tariffs being reduced over a phased period of 5-6 years. The tariff on salmon, for example, would move to 3.5 percent at the end of the five-year phase-in period from the 5 percent current duty. Crab would move from 6 percent to 4 percent, while pollock surimi would be reduced to 4.2 percent from the current 6 percent. Progress on the GATT is also being made with other countries (EU). However, details of the agreements continue to be negotiated.

visibility of U.S. product to customers overseas.

The United States should maintain its position in the medium-term as the world's largest exporter of edible fish and seafood. FAS projects its global market share should remain at 10 percent through the end of the decade. However, the Japanese market will pose significant challenges to U.S. exporters in the near term. Heightened

competition, changing eating patterns, and U.S. supply fluctuations of seasonal species are the key limiting factors.

Change in the Product Mix

Trends in export statistics indicate a fundamental change in the types of fish and seafood products exported by the U.S. Although the largest single category tracked by Agricultural Trade

Highlights is whole or gutted salmon, U.S. overseas shipments of whole salmon declined in value due to lower export prices brought on by higher production here and abroad. By contrast, U.S. firms succeeded in increasing sales of products which are relatively unfamiliar to U.S. consumers, such as fish eggs and surimi. These items are almost exclusively shipped to Japan, where rising affluence supports expanding demand for a range of seafood products. U.S. companies also achieved a 70-percent gain in the aggregate value of both crab and canned salmon exports over the last half decade. Crab and crabmeat exports go predominantly to Japan. Two-thirds of canned salmon exports, on the other hand, are destined for the United Kingdom. To cite another example, exports of U.S. lobster boomed, reaching \$88 million in 1993, up 45 percent since 1989. The EU is the principal market for U.S. lobster.

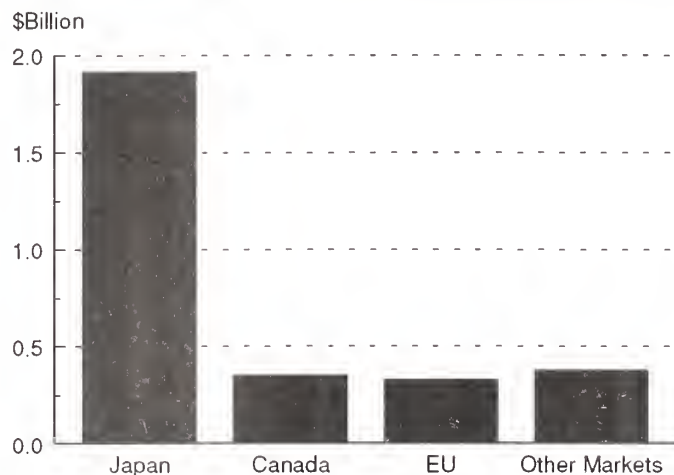
New products, such as recipe dishes, supported by advertising and brand marketing, are key to future industry growth. However, stable, competitive pricing of raw material is the essential ingredient to warrant such efforts. Thus it is important to note that the supply-related volatility of fish prices in relation to those for beef and chicken often works against the seafood industry's promotion efforts.

A Closer Look at Markets

As the largest destination for U.S. fish and seafood in the foreseeable future, the Japanese market is changing in ways that greatly impact U.S. industry. U.S. exporters should keep in mind that many Japanese industrial conglomerates are undergoing restructuring and tending to move away from fishing activities, partly because of a reduction in the Japanese catch, and partly because of a shortage of labor in Japan. This has resulted in new opportunities for U.S. seafood exporters.

As Japanese seafood imports rise as they have in the last half decade, distribution channels are beginning to shift from the traditional fish market

Japan Is Top Destination for U.S. Fish and Seafood Exports



Destination of U.S. Exports, CY 1993

...Edible Fish and Seafood

auctions towards direct importing by supermarkets, discount stores and restaurant chains. By sidestepping the middle tier of transactions, this may help reduce retail prices. It also sets the stage for promotional campaigns that may catch the customers' eye.

For Canada, major U.S. export items include whole salmon (\$45 million), canned salmon (\$36 million), fish fillets (\$35 million), shrimp (\$33 million), and fresh/chilled lobster (\$18 million). Most of U.S. whole salmon and fresh lobster exports represent cross-border trade. A large portion of the gain in fish fillets is due to increases in U.S. shipments of Alaska pollock fillets, which are proving more attractive to Canadian shoppers as Canadian catches of Atlantic cod decrease. Canada is by far the largest market for U.S. shrimp, but the Canadian recession has negatively impacted U.S. sales, which stood at \$48 million as recently as 1991. However, large supplies from third country producers and the development of "cold water" shrimp fisheries in eastern Canada have also served to drag down U.S. shrimp exports to our northern neighbor.

The EU is the third largest market (on a calendar year basis) for U.S. fish and seafood exports, reflecting demand for a diverse range of edible products linked to a multi-cultural population.

U.S. fish processors and exporters are advised to look at this market more carefully in the future, as its growth is expected to range from 7-12 percent per annum over the next five years. Currently, about 32 percent of the \$326 million of the United States' EU-bound exports is a single product--canned salmon, most of which goes to the United Kingdom. U.S. firms sold \$44 million dollars worth of whole and gutted salmon in the EU, mostly to France. Additionally, U.S. fresh or chilled lobsters are doing particularly well in Italy (\$17 million) and France (\$12 million). Regional cooperators, U.S. State Departments of Agriculture and industry associations are now pitching less traditional types of commodities in Europe, including catfish, crawfish, mussels, dogfish, monkfish, butterfish and skate wings. France and Spain are the foci for some of the latter (East Coast) product promotions.

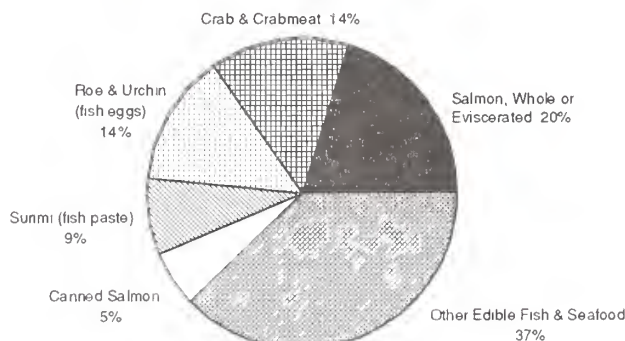
Exporters should keep in mind that as the EU strives to develop a unified fish import regime by the end of 1994, difficulties will undoubtedly arise, as they recently did in France. In this case, more than 100 tons of seafood from various origins was stopped at customs due to protests of French fishermen under the pretext of phytosanitary concerns. Despite official U.S. government demarches, the fate of

the quarantined shipments and shipments in ocean transit continues to be in limbo as this article goes to print. (See Market Updates for more information.)

Future articles will describe four of the top export fisheries products, namely whole and eviscerated salmon, surimi, roe and urchin, and canned salmon. Together with crab/crabmeat and lobster, which were the subjects of the April and May 1993 issues of Agricultural Trade Highlights, respectively, this subset of fish and seafood products comprise 65 percent of total U.S. edible fish and seafood exports.

For more information, contact Diane Dolinsky at (202) 720-6821 or Steve Beasley at (202) 720-1347.

Whole or Eviscerated Salmon is Leading Fish Product Export



Calendar Year 1993
U.S. Export Composition

Trade Policy Updates

EU Announces Special Export Refund for Pork

On January 28, EU Agriculture Commissioner Steichen announced a proposal to export 40,000 tons of pork to Russia, Belorussia, and the Ukraine, with a special export refund of 700 ECU/ton, a dramatic increase over the normal 250 ECU/ton refund. Commissioner Steichen also pointed out that there is a limit to subsidized pork exports because of budgetary constraints and new GATT commitments.

Swiss to Conform to EU Food Law

The GOS has issued draft implementing regulations for the revision of its food laws. Swiss law will then be in general conformity with European Union food law and the resulting elimination of non-tariff barriers could increase U.S. meat and wine exports by more than \$10 million. The new standards, which cover all food products as well as tobacco, packaging and labeling standards, are reported to be equal to, or less strict than EU standards with the exception of aflatoxins, microtoxins and certain pesticides. Comments on the proposed regulation may be made before March 31, 1994. Implementation is scheduled for January 1995.

APHIS Implements Heat Treatment Certification Program For Wood Products to Europe

After receiving written confirmation from the European Commission that all 12 Member States will accept the new heat treatment certificate, the Animal Plant Health Inspection Service (APHIS) has announced the implementation of the new certification program.

From Jan. 1, 1993, the EU's Plant Health Law requires that all coniferous sawnwood (except western red cedar) from North America be heat-treated to a minimum wood core temperature of 56 degrees centigrade for 30 minutes and be officially certified as such. Due to cost constraints, APHIS was unable to certify all wood shipments to the EU. Consequently, they developed an APHIS-monitored certification program to allay the EU's concerns. The EU Commission granted the United States a derogation for kiln dried sawnwood which permits the issuance of the APHIS-monitored "heat treatment certification using a kiln facility" certificate for each consignment of sawnwood in lieu of an official phytosanitary certificate. This program affects \$280 million of U.S. wood exports to the EU.

Greek Peaches Hit By Brazilian Antidumping Duty

Brazil recently imposed a 44 percent antidumping duty on canned Greek peaches. The duty, which will be in place for four months, is the result of an investigation which cites the following justification: domestic Greek prices ranged from \$.70 to \$1.00 per can while they landed value in Brazil averaged \$.54 per can; Domestic prices in Brazil fell below local production costs and idle capacity of Brazilian canning industry rose to 55 percent; Greek peaches accounted for 97 percent of Brazilian import market. (The U.S. has a Canned Peach Agreement with the EU, which regulates subsidies to canners. In 1992/93 the U.S. administered a \$1 million EEP for canned peaches in response to EU noncompliance with the agreement during the 1991/92 marketing year.)

President Clinton Lifted the 19-Year U.S. Trade Embargo Against Vietnam

While official diplomatic relations will not be immediately established, the U.S. will open a liaison office in Saigon (HO CHI MINH city) and the Vietnamese will open a liaison office in Washington. Within hours after the announcement, several U.S. firms such as United Airlines and Pepsi Cola indicated that they would immediately begin business there.

...Trade Policy Updates

UK Requests Special Measures for Feed Wheat

On January 25, the UK Ministry of Agriculture, Fisheries and Food officially applied to the EU Commission for special measures of support for UK feed wheat because the price of feed wheat has declined. An agreement made last year states that if appropriate feed wheat prices were to fall 5 percent below the relevant feed barley value, at a time when the barley price was below the intervention level, then the safety mechanism arrangements for feed wheat could be triggered. According to the trade, the EU Commission has four options in providing support: direct support, private storage aid, a transport subsidy to deficit areas, or a special export subsidy. The special export subsidy is said to be the most likely. (Feed quality wheat no longer qualifies for intervention support since the EU Commission raised intervention standards for wheat with the 1993/94 crop.)

Chinese Veterinary Regulations Still Dampen Trade Prospects

U.S. livestock exports to China still face near insurmountable problems, despite China's official agreement to eliminate unjustified sanitary regulations. Chinese quarantine officials recently rejected a U.S. request for flexibility on testing requirements for U.S. dairy and beef cattle which were destined for the Agro Expo '94 in Jiangxi. The cattle were scheduled to be donated to the Chinese after the exposition but now cannot be shipped.

U.S. donors, through the U.S. Embassy in Beijing, requested a slight change in the testing schedule prior to shipment that would not alter the test's ability to detect disease. Although the donors agreed to assume all risk and cost in the remote possibility that the cattle tested positive for a disease upon arrival, the Chinese government quarantine officials balked at the U.S. offer. Modernization and standardization of sanitary and phytosanitary testing and regulations are absolutely essential if China is to fully comply with the MOU for Market Access. Additionally, if China becomes a contracting party to the GATT or WTO, it will be required to base its animal health import concerns only on sound science.

Italy May Soon Permit Entry of U.S. Poultry

Italian and U.S. officials in Rome have drafted a proposed protocol to allow the export of U.S. poultry to Italy. FSIS must review the document and technical details must be worked out, but no major problems are expected. Both U.S. exporters and Italian importers have been expressing interest in U.S. poultry exports to Italy during the last few years, but have not been able to ship because of the lack of a protocol. Italy is one of the few European Union countries that have outright restrictions on U.S. poultry. France, reportedly for health reasons, only allows the import of poultry livers. The European Union is in the process of putting EU level regulations on poultry in place as part of the EU single market, but for the time being member states regulations remain in force.

Market Updates

EU Wheat Sales Reduce U.S. Market Share In Jamaica

Subsidized EU wheat sales to Jamaica are eroding the U.S. market share in Jamaica. Traditionally, the United States has been the dominant wheat supplier of Jamaica's annual import needs of 200,000 tons, and the EU's presence was insignificant. The U.S. market share has fallen to about 45 percent, while the EU market share rose during the first half of the 1993/94 marketing year.

U.S. Grape Shipments to Mexico Rise Sharply, Brightening An Already Positive Export

U.S. table grape exporters have reaped big dividends under the terms of a negotiated agreement between the United States and Mexico. The agreement has provided increased market access over approximately the last quarter of 1993. U.S. grape exports to Mexico through November of the current marketing year (May/April) totaled 7,495 tons (\$7.3 million), compared to 1,484 tons (\$1.3 million) during the same period in the preceding marketing year. Based on statistics through November of MY 1993/94, Mexico has moved up to become the 4th largest export market for U.S. grapes. By comparison, during the same period of MY 1992/93, Mexico ranked 13th as an export market for U.S. grapes. With the January 1 implementation of NAFTA, the U.S. table grape industry expects Mexico to become a major export market as access constraints are eliminated and the current 18-percent tariff applied during the period June 1 through October 14 is phased out over the next nine years. (There is zero duty for the period October 15-May 31.)

Korea Eliminates Phytosanitary Barrier to U.S. Shelled Walnut Exports

Korea's National Plant Quarantine Service (NPQS) announced on January 14 that it would allow, effective immediately, the importation of U.S. shelled walnuts that have been fumigated with methyl bromide and vacuum packed, according to the U.S. Agricultural Minister-Counselor in Seoul. The published announcement follows years of technical discussions between USDA (APHIS & FAS) and NPQS. Despite having liberalized its market for walnuts in 1991, Korea had maintained a phytosanitary-based ban on walnut imports due to purported concerns about the presence of the codling moth pest. The U.S. walnut industry has been a strong supporter of USG efforts to open Korea's market. Industry sources estimate that, with the opening of the market, first year exports of shelled walnuts to Korea could approach \$2 million.

Tight World Cotton Supplies Cause World/U.S. Prices to Surge

World cotton prices have risen sharply over the past several months as a result of tight world cotton supplies. The New York Cotton #2 March '94 contract has risen from 59.04 cents per pound on Nov. 1, 1993 to 73.06 cents per pound on Jan. 24, 1994, a gain of nearly 24 percent. On the spot market, Memphis Territory cotton has risen from 56 cents to 76 cents, a 36 percent rise. The A-index, a weekly average of the five lowest Northern European quotes, has risen from 54.35 cents to 71.95 cents, a 32 percent rise, during the November to January period.

The sharp rise in cotton prices is attributed to declining world production and ending stocks. World cotton production in marketing year 93/94 is forecast to fall 3 percent to 80.3 million bales as China, India and Pakistan experience crop shortfalls, and world ending stocks are forecast to fall 14 percent to 33.3 million bales. World cotton consumption, however, is forecast to decline only about 1 percent in MY 1993/94, to 85.6 million bales. Both U.S. cotton production and consumption are expected to remain at or near the previous year's levels. The tight world cotton situation coupled with ample cotton supplies in the U.S. is expected to boost U.S. cotton exports by 19 percent in MY 93/94 to 6.2 million bales.

...Market Updates

EU May Export More Feed Quality Wheat

The European Union is likely to grant a special subsidy to export 500,000 tons of surplus U.K. feed quality wheat, displacing other feed grains, like U.S. corn. The EU has agreed to support the price of U.K. feed quality wheat because the prices have fallen significantly. This appears to be inconsistent with EU-wide policies to reduce the price support for feed quality wheat, like tightening intervention stock standards. Although the EU is considering three domestic solutions, this external one is reportedly the most likely to be accepted.

South Korea May Approve Feed Barley Imports

Korea is reportedly considering relaxation of its ban on feed barley imports. This politically controversial move could lead to barley imports of up to 500,000 tons annually. Historically, the United States was Korea's leading supplier of feed grains, primarily corn. However, in the past decade, U.S. presence in the Korean feed grain market has been severely eroded by feed wheat, much of which comes from subsidizing origins. More recently, China has displaced the United States as Korea's major supplier of corn. Approval to lift the ban on barley imports will result in increased competition in Korea's feed grain market, particularly if subsidized barley from the EU is offered. The U.S. position in Korea's feed grain market could be subject to further erosion unless U.S. barley can compete with barley from other origins.

Canada Lifts Anti-Dumping Ruling Against U.S. Apples

On Feb. 7, 1994, the Canadian International Trade Tribunal (CITT) rescinded an anti-dumping order against U.S. red delicious and golden delicious apples.

Canada had ruled five years ago that the United States had dumped red and golden delicious apples into its domestic market. As a result, since Nov. 20, 1991, anti-dumping duties have been assessed on shipments of these two varieties whenever U.S. prices have fallen below a predetermined level. The CITT based its February 7 decision on Canada's expanded export markets, increased storage capacity, and reduced fruit-bearing acreage of red and golden delicious apples. Canada is a key market for U.S. apples, with the red delicious and golden delicious varieties accounting for the bulk of the trade. Apple shipments to Canada in marketing year 1992/93 were valued at \$55 million, representing about 18 percent of total U.S. exports in that year.

U.S. Rice Goes On Sale In Japan

The Japanese government (GOJ) began selling California rice to domestic wholesalers on February 8, at prices 16-percent below domestically produced government-held rice. However, U.S. rice, which has been given the highest quality rating of all imported rice, will be sold to wholesalers at a higher price than any other imported rice. The first sales of California rice to Japan were at a price of roughly \$450 per ton, FOB basis. The GOJ is reselling the rice to wholesalers at a price of approximately \$2,560 per ton, and the expected retail price of U.S. rice is estimated to be \$3,700 per ton.

Limited Exportable Supplies of Durum From EU in 1994/95

French durum wheat supplies are not expected to recover much in 1994, so U.S. producers/exporters will likely face another year with little export competition from the European Union in 1994/95. Although intervention stocks are virtually depleted throughout the EU, tight supplies and high prices apparently are not sufficient to stimulate French production. Preliminary reports indicate only slight recovery is expected in French planted area, after last year's 50 percent drop caused by sharply lower support levels under CAP reform. Consequently, whereas EU export licenses for durum and semolina have dropped from 3 million tons to 500,000 tons this year, they could fall even further in 1994/95.

...Market Updates

Surging Imports of Garlic From China Prompt Anti-Dumping Petition

The U.S. garlic industry filed an anti-dumping petition against imports of Chinese garlic, according to International Trade Commission sources. Imports of fresh/chilled garlic from China during the first 11 months of 1993 totaled 21,087 tons (\$10.2 million), compared to just 3,273 tons (\$2.1 million) in the comparable period of the preceding year. Based on the January-November 1993 data, the quantity imported from China is more than twice the amount imported from Mexico, the U.S. traditional number one foreign supplier of fresh/chilled garlic.

Hungary Agribusiness Mission

During the week of January 24-28, 1994 International Cooperation and Development (ICD) completed a successful Agribusiness Opportunity Mission to Hungary. The mission was jointly organized and led by Maria Nemeth-Ek, Trade and Investment Program staff and Jean Gilson, Investment Director, Experience, Inc./Development Alternative, Inc., a private consulting company. Thirteen American companies participated covering a wide area of agribusiness interests, including hybrid corn seeds, flour and feed milling equipment, used agricultural machinery, processed meats, animal health products, alcoholic beverages, maple syrup, dried pet food, a sophisticated food ingredient technology, and a for-profit nutritional educational program geared towards pregnant and young women with children. Most of the participants were primarily interested in pursuing trade between the U.S. and Hungary and/or third markets. A few are considering investment in the long run. The mission was a follow-up to the first mission held in May 1993 when thirteen companies participated. Two to three companies from the first mission are still negotiating/investigating follow up business with Hungarian counterparts. The project has been funded under the Emerging Democracies Program.

FAS Negotiations With EU Culminate in Program Protecting \$280 Million in U.S. Exports

After receiving written confirmation from the European Commission that all 12 Member States will accept the new heat treatment certificate, APHIS this week has announced the implementation of a new certification program for sawnwood.

From Jan. 1, 1993, the EU's Plant Health Law requires that all coniferous sawnwood (except western red cedar) from North America be heat-treated and officially certified as such. Due to the volume of product being exported, APHIS is unable to issue phyto's on all wood shipments to the EU. As an alternative, an APHIS-monitored, industry implemented certification program was negotiated with the EU. This system closely parallels commercial practices and therefore adds little to the cost of exporting, thus not reducing our competitiveness. This program affects \$280 million of U.S. wood exports to the EU.

Canadian Court Decision Denies 1994 Import Privileges for Many Traditional Importers of U.S. Broiler Hatching Eggs and Chicks

On Jan. 6, 1994, a Canadian Federal Court of Appeal revoked an April 1993 Canadian court decision that would have reallocated about 50 percent of Canada's import quotas for U.S. broiler hatching eggs and chicks to traditional Canadian importers. Consequently, the 1994 quotas will now be allocated only to federally registered hatcheries, which could result in an under-utilization of Canada's broiler chick import quota. Preliminary data indicate that while the hatching egg import quota was fully utilized in 1993, the chick import quota was only 83 percent filled. The chick import quota has never been fully subscribed since import controls were implemented in 1990, largely because hatcheries have minimal incentive to import chicks. However, the growing production of broilers in Canada in 1994 should stimulate stronger demand for both U.S. broiler hatching eggs and chicks, thereby offsetting somewhat the deleterious effects of the Canadian Appeal Court's decision.

...Market Updates

U.S. Farm Exports to Central and East Europe Surge in 1993

In calendar 1993, U.S. agricultural exports to Central and East Europe rose by 22 percent -- from \$400 million to \$490 million -- reflecting significant gains in wheat flour, pulses, soybean oil, poultry meat, and particularly wheat and corn. Some offsetting declines occurred in sales of rice, soybeans, soybean meal, cotton, tobacco, and dairy products.

Factors supporting U.S. exports were the severe 1992 summer drought in Central and East Europe and large food aid shipments to the region, in particular corn to Poland. U.S. exports to Poland -- a country hard hit by the 1992 drought -- showed the largest value gain. Smaller value gains were registered in U.S. exports to Albania, Bulgaria, and Romania.

U.S. Agricultural Exports to Central and East Europe, Calendar 1992-93

Country	1992	1993	Change
	--- \$million ---		%
Albania	25.2	28.8	+14
Bulgaria	5.3	26.1	+392
Czech and Slovak Reps.	19.5	15.7	-20
Estonia	32.6	29.9	- 8
Hungary	11.7	10.6	- 9
Latvia	26.0	11.7	-55
Lithuania	25.3	18.7	-26
Poland	105.6	195.1	+85
Romania	94.5	101.7	+ 8
Former Yugoslavia	54.3	51.3	- 6
TOTAL	399.9	489.7	+22

Note: Totals may not add due to rounding.

For more information, contact Abraham Avidor at (202) 720-0760.

Fruit and Vegetable ATAC Delegation to Make Pre-FTA Visit to Chile

The FAS Horticultural and Tropical Products Division and the U.S. Agricultural Attache in Santiago are coordinating a Fruit and Vegetable (F&V) Agricultural Technical Advisory Committee for Trade (ATAC) mission to Chile for the week of March 20. The purpose of the mission is to provide the U.S. horticultural industry representatives a first-hand look at the situation in Chile, both from a competitor and potential market standpoint, in preparation for the upcoming free trade negotiations with that country. Three years ago the F&V ATAC undertook a similar mission to Mexico in preparation for the NAFTA negotiations.

Chile is already a major exporter of horticultural products to the United States. U.S. imports of horticultural products from Chile in fiscal 1993 totaled nearly \$405 million, representing 87 percent of total agricultural imports from Chile in that year. Although U.S. exports of horticultural products to Chile during the same year totaled just \$6.2 million, the market is believed promising for U.S. exporters of high value products, given that country's continued strong economic performance and its expanding middle class. A key issue of concern to the U.S. horticultural industry is Chile's phytosanitary-based import ban on a wide-range of fresh commodities, including citrus, apples, pears, grapes, stone fruit, berries, kiwifruit, and avocados. While U.S. fresh fruit exporters are denied access to the Chilean market, U.S. imports of fresh fruit from Chile totaled nearly \$300 million in FY1993.

...Market Updates

Seafood Situation in France in Chaos

On Feb. 9, 1994, the French Government bowed to protesting fishermen and imposed a seafood import ban on countries not on the approved list of "HACCP certified" exporting countries as required by EU Directive 493 (Health Conditions for Marketing Fishery Products). While the ban was lifted on February 15 after the U.S. Embassy delivered several demarches to the French Ministry of Agriculture, the result of the chaotic situation has put the status of all shipments of U.S. seafood to the country in limbo. All lots of fresh seafood are currently being stringently sampled upon arrival, causing major delays in the entries of fresh product into the market. The quality of the highly perishable product is being compromised which has resulted in U.S. exporters halting all airfreight to France. An uncertain amount of fresh product has literally rotted while awaiting inspection. The impact on frozen products is still uncertain since significant quantities are now in ocean transit. Charles DeGaulle airport is closed to seafood imports with officials saying it will take several weeks to put "proper cold storage facilities" in place to accommodate seafood. The U.S. demarche clarified that the United States is well along in meeting the full intent of EU 493 but had a derogation from EU Directive 493 pending implementation of new HACCP procedures for the U.S. seafood exporters. The demarche also demanded compensation for spoiled product.

U.S. Exports of Agricultural, Fish & Wood Products to All Countries

Calendar Years 1989 to 1993 and Year-to-Date Comparisons

(thousands of dollars)

Product	Calendar Years					% Chg
	1989	1990	1991	1992	1993	
Bulk Agricultural Total	22,813,257	20,232,083	18,348,386	19,687,248	18,593,458	-5.6
Wheat	5,886,505	3,839,037	3,292,138	4,449,324	4,664,582	4.8
Coarse Grains	7,738,137	7,036,717	5,722,597	5,736,599	5,000,598	-12.8
Rice	971,123	801,527	753,557	726,072	771,312	6.2
Soybeans	3,942,468	3,549,508	3,956,443	4,380,402	4,598,746	5.0
Cotton	2,268,501	2,798,495	2,491,999	2,010,338	1,540,678	-23.4
Tobacco	1,301,173	1,441,116	1,427,631	1,650,559 *	1,306,067	-20.9
Pulses	298,404	353,111	268,414	191,656	213,254	11.3
Peanuts	192,670	203,373	180,304	240,308	204,576	-14.9
Other Bulk Commodities	214,275	209,199	255,304	301,989	293,645	-2.8
Intermediate Agricultural Total	8,645,875	8,573,907	8,789,224	9,231,134 *	8,973,466	-2.8
Wheat Flour	257,937	182,956	184,256	184,317	205,729	11.6
Soybean Meal	1,212,295	1,005,103	1,155,307	1,294,722	1,132,041	-12.6
Soybean Oil	358,723	312,930	222,126	376,202	363,897	-3.3
Other Vegetable Oils	423,994	394,790	418,144	502,732	543,897	8.2
Feeds & Fodders (excl. pet foods)	1,596,995	1,572,369	1,605,732	1,722,327	1,744,163 *	1.3
Live Animals	490,501	513,783	686,563 *	607,891	518,927	-14.6
Hides & Skins	1,696,164	1,729,731	1,357,570	1,326,054	1,268,658	-4.3
Animal Fats	510,153	428,729	426,824	515,214	501,702	-2.6
Planting Seeds	510,214	588,723	671,655	675,011 *	619,359	-8.2
Sugars, Sweeteners & Bever. Bases	409,198	572,052	634,101	573,921	567,807	-1.1
Other Intermediate Products	1,179,702	1,272,743	1,426,946	1,452,744	1,507,288 *	3.8
Consumer-Oriented Agricultural Total	8,379,789	10,465,615	11,967,920	13,895,994	14,911,316 *	7.3
Snack Foods (excluding nuts)	364,429	530,125	633,040	829,679	1,024,643 *	23.5
Breakfast Cereals & Pancake Mix	91,881	157,882	216,802	219,762	252,993 *	15.1
Red Meats, Chilled/Frozen	2,213,602	2,394,495	2,660,267	3,112,361 *	3,055,222	-1.8
Red Meats, Prepared/Preserved	100,638	135,998	165,101	181,562	220,038 *	21.2
Poultry Meat	509,426	672,888	817,913	928,464	1,100,613 *	18.5
Dairy Products	430,741	328,053	462,956	793,754	857,487 *	8.0
Eggs & Products	90,685	101,979	143,367	139,234	139,438	0.1
Fresh Fruit	1,134,657	1,486,489	1,561,053	1,683,344	1,707,147 *	1.4
Fresh Vegetables	356,015	728,648	832,935	899,624	985,953 *	9.6
Processed Fruit & Vegetables	1,003,616	1,246,753	1,394,490	1,558,121	1,639,583 *	5.2
Fruit & Vegetable Juices	291,248	375,497	385,414	461,017	469,517 *	1.8
Tree Nuts	683,332	801,120	867,704	928,531	998,246 *	7.5
Wine and Beer	206,095	266,202	315,756	369,181	379,301 *	2.7
Nursery Products & Cut Flowers	104,887	186,741	201,442	201,321	209,397 *	4.0
Pet Foods, Dog/Cat	175,539	244,038	329,772	399,630	497,621 *	24.5
Other Consumer-Oriented Products	622,997	808,706	979,907	1,190,410	1,374,116 *	15.4
Wood Products Total	6,013,514	6,481,227	6,429,179	6,741,685	7,281,313 *	8.0
Logs	2,368,026	2,388,921 *	2,074,432	2,140,010	2,489,560 *	16.3
Lumber	2,040,251	2,127,895	2,203,353	2,322,491	2,449,643 *	5.5
Plywood & Panel Products	642,703	769,983	735,227	847,867	906,397 *	6.9
Other Wood Products	962,534	1,194,428	1,416,167	1,431,317	1,435,714 *	0.3
Fish & Seafood Products Total (Edible)	2,283,151	2,776,759	3,035,383	3,353,935 *	2,959,086	-11.8
Salmon, Whole/Eviscerated	729,294	666,582	436,975	681,663	583,060	-14.5
Salmon, Canned	89,744	104,276	133,644	154,401	160,416 *	3.9
Crab & Crabmeat	253,674	363,251	431,411	448,050 *	417,660	-6.8
Surimi (fish paste)	N/A	N/A	N/A	367,627 *	274,322	-25.4
Roe & Urchin	263,246	289,458	389,031	421,396 *	415,319	-1.4
Other Edible Fish & Seafood Products	947,192	1,353,193	1,644,322 *	1,280,798	1,108,309	-13.5
Agricultural Product Total	39,838,921	39,271,605	39,105,530	42,814,376	42,478,240	-0.8
Agricultural, Fish & Wood Product Total	48,135,586	48,529,591	48,570,092	52,909,996 *	52,718,639	-0.4

Note: (*) Highest export level since at least 1970.

N/A = not available.

U.S. Agricultural, Fish & Wood Product Exports by Major Commodity Group

Monthly and Annual Performance Indicators

Export Values	December		Change	October – December		Change	Fiscal Year		Change
	1992	1993		FY '93	FY '94		1993	1994(f)	
	– \$Billion –			– \$Billion –			– \$Billion –		
Grains and Feeds 1/	1.305	1.319	1%	3.911	3.795	–3%	14.332	13.7	–4%
Wheat & Flour	0.406	0.435	7%	1.296	1.212	–6%	4.954	4.3	–13%
Rice	0.075	0.067	–10%	0.205	0.209	2%	0.768	1.1	43%
Coarse Grains 2/	0.534	0.504	–6%	1.506	1.413	–6%	5.094	4.7	–8%
Corn	0.434	0.436	1%	1.285	1.255	–2%	4.251	4.0	–6%
Feeds & Fodders	0.178	0.205	15%	0.550	0.596	8%	2.196	2.3	5%
Oilseeds and Products	0.664	0.801	21%	2.281	2.326	2%	7.371	7.0	–5%
Soybeans	0.438	0.520	19%	1.497	1.489	0%	4.606	4.3	–7%
Soybean Cakes & Meals	0.099	0.090	–9%	0.344	0.330	–4%	1.146	0.9	–21%
Soybean Oil	0.020	0.052	163%	0.091	0.128	40%	0.327	0.4	22%
Other Vegetable Oils	0.040	0.067	68%	0.115	0.163	42%	0.496	NA	NA
Livestock Products	0.485	0.518	7%	1.571	1.571	0%	5.886	6.1	4%
Red Meats	0.237	0.257	8%	0.789	0.765	–3%	3.052	3.2	5%
Hides, Skins & Furs	0.095	0.104	10%	0.304	0.302	–1%	1.271	1.3	2%
Poultry Products	0.113	0.154	36%	0.352	0.415	18%	1.315	1.4	6%
Poultry Meat	0.085	0.125	46%	0.262	0.332	27%	0.994	NA	NA
Dairy Products	0.063	0.091	45%	0.254	0.248	–3%	0.891	0.9	1%
Unmanufactured Tobacco	0.155	0.129	–17%	0.457	0.321	–30%	1.443	1.2	–17%
Cotton and Linters	0.173	0.167	–3%	0.381	0.384	1%	1.538	2.0	30%
Planting Seeds	0.100	0.078	–22%	0.227	0.182	–20%	0.664	0.7	5%
Horticultural Products	0.567	0.643	13%	1.917	2.061	7%	7.299	7.6	4%
Sugar & Tropical Products	0.151	0.174	16%	0.455	0.529	16%	1.715	1.8	5%
Wood Products 4/	0.557	0.587	5%	1.725	1.713	–1%	7.293	NA	NA
Fish and Seafood Products 4/	0.168	0.150	–11%	0.540	0.572	6%	2.928	NA	NA
Total Agriculture	3.776	4.075	8%	11.807	11.831	0%	42.454	42.5	0%
Total Agriculture, Fish & Wood	4.501	4.812	7%	14.072	14.116	0%	52.675	NA	NA

Export Volumes	– – MMT – –		Change	– – MMT – –		Change	– – MMT – –		Change
Grains and Feeds 1/	9.840	9.019	–8%	28.980	26.335	–9%	104.149	NA	NA
Wheat	3.032	3.315	9%	9.551	9.116	–5%	36.081	31.5	–13%
Wheat Flour	0.076	0.062	–18%	0.238	0.202	–15%	1.067	1.1	3%
Rice	0.239	0.205	–14%	0.645	0.711	10%	2.713	2.7	–0%
Coarse Grains 2/	5.393	4.199	–22%	15.056	12.612	–16%	50.100	39.1	–22%
Corn	4.377	3.592	–18%	12.833	11.113	–13%	41.766	33.0	–21%
Feeds & Fodders	0.908	1.064	17%	2.853	3.100	9%	11.885	12.0	1%
Oilseeds and Products	2.751	2.761	0%	9.595	8.440	–12%	29.408	24.1	–18%
Soybeans	2.002	2.011	0%	6.959	5.983	–14%	20.400	16.5	–19%
Soybean Cakes & Meals	0.482	0.416	–14%	1.669	1.549	–7%	5.653	4.4	–22%
Soybean Oil	0.042	0.091	118%	0.170	0.217	28%	0.644	0.6	–7%
Other Vegetable Oils	0.072	0.105	45%	0.192	0.252	31%	0.824	NA	NA
Livestock Products 3/	0.235	0.279	19%	0.767	0.753	–2%	2.811	NA	NA
Red Meats	0.073	0.094	28%	0.237	0.247	4%	0.903	1.0	11%
Poultry Products 3/	0.081	0.130	61%	0.259	0.344	33%	1.012	NA	NA
Poultry Meat	0.077	0.126	64%	0.247	0.335	35%	0.974	1.1	13%
Dairy Products 3/	0.044	0.046	2%	0.399	0.467	17%	0.467	NA	NA
Unmanufactured Tobacco	0.026	0.020	–21%	0.075	0.052	–31%	0.231	NA	NA
Cotton & Linters	0.130	0.134	3%	0.282	0.302	7%	1.163	1.5	29%
Planting Seeds	0.071	0.051	–28%	0.158	0.105	–33%	0.556	NA	NA
Horticultural Products 3/	0.441	0.465	5%	5.951	6.090	2%	6.090	6.7	10%
Sugar & Tropical Products 3/	0.107	0.094	–12%	1.102	0.910	–17%	0.910	NA	NA
Total Agriculture 3/	13.72	13.00	–5%	47.57	43.80	–8%	146.80	127.1	–13%

Notes: 1/ Includes pulses, corn gluten feed and meal; 2/ includes corn, oats, barley, rye and sorghum;

3/ includes only those items measured in metric tons; 4/ items not included in agricultural product totals.

FY 1994 forecasts (f) are based on USDA's "Outlook for Agricultural Exports," published February 25, 1994.

U.S. Agricultural Export Value by Region
Monthly and Annual Performance Indicators

	December			October–December			Fiscal Year		
	1992	1993		FY '93	FY '94		1993	1994(f)	
	–\$Billion–		Change	–\$Billion–		Change	–\$Billion–		Change
Western Europe	0.752	0.754	0%	2.467	2.294	–7%	7.439	7.3	–2%
European Union 1/	0.719	0.710	–1%	2.336	2.155	–8%	6.964	6.8	–2%
Other Western Europe	0.033	0.044	35%	0.131	0.139	6%	0.475	0.5	5%
Eastern Europe	0.026	0.027	3%	0.140	0.105	–25%	0.465	0.4	–14%
Former Soviet Union	0.131	0.217	66%	0.475	0.735	55%	1.435	1.3	–9%
Asia	1.404	1.612	15%	4.234	4.409	4%	15.866	16.4	3%
Japan	0.713	0.820	15%	2.107	2.372	13%	8.430	9.1	8%
China	0.027	0.018	–34%	0.036	0.091	151%	0.317	0.3	–5%
Other East Asia	0.425	0.541	27%	1.410	1.340	–5%	4.932	5.0	1%
Taiwan	0.167	0.264	58%	0.569	0.612	8%	1.998	2.1	5%
South Korea	0.190	0.194	2%	0.578	0.470	–19%	2.041	1.9	–7%
Hong Kong	0.069	0.083	21%	0.262	0.257	–2%	0.878	0.9	3%
Other Asia	0.240	0.233	–3%	0.680	0.606	–11%	2.187	2.1	–4%
Pakistan	0.032	0.022	–31%	0.109	0.060	–45%	0.236	0.3	27%
Philippines	0.061	0.038	–38%	0.176	0.143	–19%	0.511	0.6	17%
Middle East	0.152	0.151	–1%	0.460	0.536	17%	1.856	2.0	8%
Israel	0.038	0.021	–44%	0.110	0.079	–29%	0.363	0.4	10%
Saudi Arabia	0.048	0.033	–31%	0.130	0.148	13%	0.429	0.5	17%
Africa	0.233	0.242	3%	0.757	0.554	–27%	2.593	2.4	–7%
North Africa	0.123	0.192	56%	0.397	0.364	–8%	1.587	1.6	1%
Egypt	0.073	0.086	17%	0.219	0.138	–37%	0.727	0.7	–4%
Algeria	0.031	0.078	150%	0.096	0.149	54%	0.428	0.5	17%
Sub–Saharan Africa	0.110	0.049	–55%	0.360	0.190	–47%	1.006	0.8	–20%
Latin America	0.573	0.591	3%	1.726	1.638	–5%	6.813	6.9	1%
Mexico	0.318	0.314	–1%	0.839	0.780	–7%	3.621	3.9	8%
Other Latin America	0.255	0.277	9%	0.887	0.858	–3%	3.192	3.0	–6%
Brazil	0.024	0.022	–6%	0.097	0.061	–37%	0.231	0.2	–13%
Venezuela	0.033	0.033	–1%	0.132	0.114	–14%	0.498	0.4	–20%
Canada	0.422	0.417	–1%	1.256	1.307	4%	5.202	5.4	4%
Oceania	0.045	0.048	7%	0.121	0.136	13%	0.453	0.4	–12%
World Total	3.776	4.075	8%	11.807	11.831	0%	42.454	42.5	0%

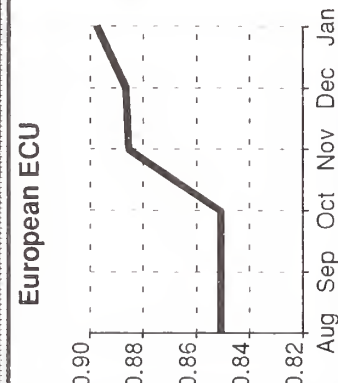
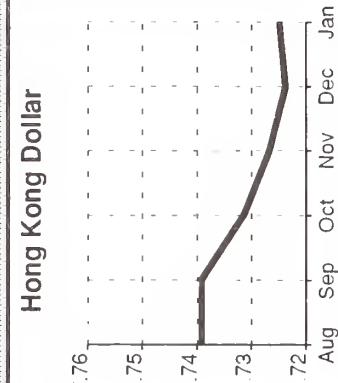
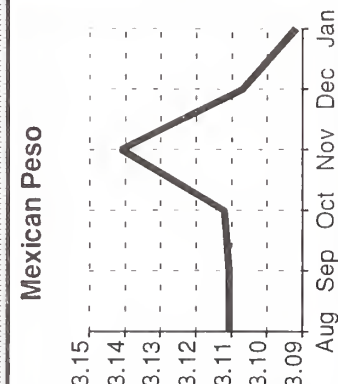
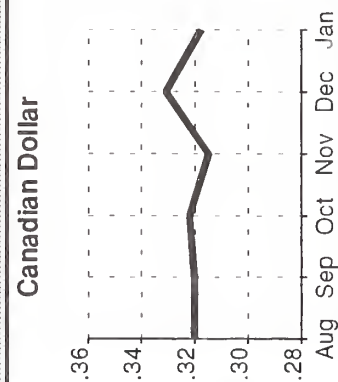
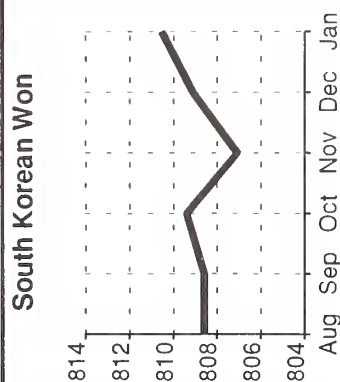
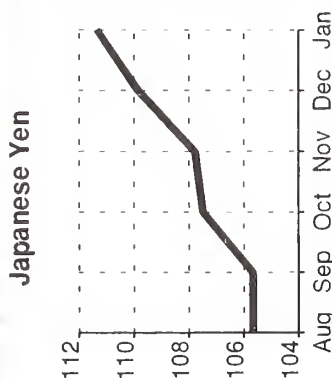
Notes: 1/ Formerly known as the European Community (EC–12).

FY 1994 forecasts are based on USDA's "Outlook for U.S. Agricultural Exports," published February 25, 1994.

Exchange Rate Movements Of Major World Currencies Vis-a-Vis U.S. Dollar -- Daily Spot Quotations & Monthly Averages

Currencies	Current Rate 2/14/94	Month Ago 1/14/94	Year Ago 2/93	% Change Year Ago 2/93
Argentine Peso	.99	.99	.99	0.00
Australian Dollar	1.4098	1.4499	1.4765	-4.52
Brazilian Cruzeiro real	540.25	383.00	173.86	210.74
Canadian Dollar	1.3530	1.3247	1.2547	7.83
Hong Kong Dollar	7.7490	7.7265	7.7330	0.21
Japanese Yen	102.54	110.95	120.70	-15.05
Mexican Peso	3.10	3.10	3.10	0.00
Taiwan Dollar	26.42	26.48	25.67	2.92
South Korean Won	811.00	810.10	797.50	1.69
European ECU	.89023	.90179	.85201	4.49
-British Pound	.6732	.6693	.7041	-4.39
-French Franc	5.8670	5.9390	5.6080	4.62
-German Mark	1.7260	1.7495	1.6580	4.10

NOTE: Exchange rates are daily spot quotes as of 3:00 PM Eastern Time, February 14, 1994.
Source: TEID/FAS Exchange Rate Database and *Wall Street Journal*.



Get The Answers Fast:

Did Bolivia Boost Barley Imports?

Does Portugal Produce Pears?

Did Egypt Export Eggs? Will Nigeria

Need More Nuts? How Does Foreign Fruit

Fare in France? Are Apples Allowed Into Australia?

How Much Cotton Does Canada Cultivate? Will More Meat

Move Into Mexico? Did Denmark Demonstrate a Demand for Duck?

Is Beer a Big Export for Brazil? Does Tunisia Tariff Tobacco? How Well

Does Guatemalan Grain Grow? Does India Import Indigo? Has Belgium Banned

Bacon at its Borders? Does Poland Process Potatoes? Are Peanuts Protected in

Paraguay? Is Sesame Significant in Senegal? Does Cote d'Ivoire Consume Cocoa?

How Pakistan's Pork Production Picked Up? How Much Lamb On Liberia's Table? Does Bangladesh

Has Brazil's Beef Exported? Has the Portuguese Potato? Is Soy in Spain? Haggard Horse Horses?

How Much Beef in Chile? Has Chile Exported Eggs? How Much Chicken? How Much Beef in Colombia?

How Much Beef in Costa Rica? How Much Beef in Cuba? How Much Beef in Denmark? How Much Beef in Ecuador?

How Much Beef in El Salvador? How Much Beef in Finland? How Much Beef in France? How Much Beef in Germany?

How Much Beef in Greece? How Much Beef in Hong Kong? How Much Beef in Hungary? How Much Beef in Iceland?

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